

# Chapter I

## **M**usic Related Jobs Within The Nashville Music Industry; Connecting The Dots

*“I had been on the road for a long time and was not really getting anywhere. Bob Johnston, a friend of mine, had taken over Colombia in Nashville. He asked me if I wanted to come down. I did - thank God I did.” - Charlie Daniels*

If you are a musician or entrepreneur living in Nashville, thinking about moving to Nashville, or just curious to understand how the world’s second largest music production city conducts its business, the first thing you will need to understand is the hierarchy of things - How this place works. If you are interested in navigating these waters, it will be to your advantage to understand the industries within the industry. What the potential music related jobs are, how they are interconnected, and how these jobs can be acquired.

### **A Changing Landscape**

First of all, the Nashville music industry, like all music industry at this point in time, is going through a change. Under the old model, a major label would sign a promising artist, finance an album project, help organize touring, provide the marketing and financial means for that artist to achieve radio airplay, and essentially put that artist on the map. In many cases, the label would also help artists develop a lasting career.

Now, this is happening on a much smaller scale and with less frequency than it was in the booming 90s, a time many consider the heyday of the modern Nashville era. It’s no secret that radio is dying a slow and painful death as the masses have